

November 21, 2005

The California Travel and Tourism Commission(CTTC)is from qualified research firms to conduct an Advertising Effectiveness and Return on Investment Study of its 2006 Advertising Campaign, with a maximum contract amount of \$140,000. In accordance with CTTC policies, and because the amount for this study is less than \$200,000, the Simplified Request for Proposal (RFP) process will be used. Participation is therefore limited to four firms who have been pre-qualified for this project and invited to submit proposals:

Davidson-Peterson Associates  
Longwoods International  
D.K. Shifflet & Associates Ltd.  
Strategic Marketing and Research

**REQUEST FOR PROPOSAL  
FOR  
California Tourism  
Advertising Effectiveness and Return On Investment Study  
2005/06 Advertising Program**

**A. INTRODUCTION**

The California Travel and Tourism Commission (CTTC), a privately funded nonprofit corporation that operates in concert with the State of California, Business, Transportation and Housing Agency, Division of Tourism, is seeking a research firm to conduct an Advertising Effectiveness and Return on Investment Study of the main component(s) of the 2005/06 California Tourism Advertising Program, described in Attachments A and B: Scope of Work and CTTC 2005/06 Advertising Program Executive Summary. The CTTC seeks a proposal for surveys, data collection and analysis, the preparation of preliminary and final reports, and an onsite presentation.

**B. BACKGROUND**

The CTTC and the Division of Tourism collaborate closely to promote and market the State's destinations and travel-related services through activities funded partly by allocations from the General Fund, and partly, on the CTTC side, through mandatory tourism assessment fees. All of the activities of this partnership, referred to as California Tourism, are carried out in accordance with an annual Tourism Marketing Plan, which details the agreed upon goals, objectives, targets, projects and budget line items for the year.

It is the intent of the CTTC to identify and enter into a Service Agreement with a qualified Contractor for a term of one year, with the possibility of short-term extension and/or renewal, subject to satisfactory performance, for up to three years, after which time the program would be reevaluated, revised as needed and re-bid.

**C. PURPOSE**

The overall purpose of the study is to measure the extent to which the main component(s) of the 2005/06 advertising program, (in particular, the Spring 2006 television advertising campaign) achieved their intended goals and objectives and generated significant returns to the California economy in terms of travel spending, jobs and tax revenue. The study will also provide insights and recommendations for improving future programs. Details of goals and objectives are set out in **Attachments A and B**.

**D. NOTICE OF INTENT TO BID AND PROPOSER QUESTIONS**

**Notice of Intent to Bid and Proposer Questions, Attachment G**, must be received by **November 28, 2005, 5:00 PM, Pacific Standard Time (PST)**. The notice must be emailed or faxed to:

Attn: Joan Clark, Contract Manager, CTTC

FAX (916)444-0410

or to

research@cttc1.com

The NOTICE OF INTENT TO BID is **non-binding**; however, it ensures the receipt of all addenda related to this RFP. Proposals will be accepted only from applicants who submitted a timely NOTICE OF INTENT TO BID. All questions received and CTTC answers, (which may be summarized to avoid redundancy) will be shared with all proposers.

#### **E. MINIMUM REQUIREMENTS CHECKLIST**

Proposals must address, at minimum, each item listed below and in the Scope of Work, giving specific details of techniques (tools) and methods to be used in meeting these requirements. **Proposals may be rejected if minimum requirements are not met.**

Costs for developing proposals are entirely the responsibility of the Proposer and shall not be reimbursed by the CTTC.

- \_\_\_\_\_ **Services and Activities:** Provide description of the nature of the organization's primary services and activities. Note when the business was established (Proposer must have been in business for a minimum of four years), brief history and location. List the location(s) of the offices(s) from which the primary work on this contract would be performed.
- \_\_\_\_\_ **Conflict of Interest:** Client relationships that could potentially be considered a conflict of interest must be disclosed. Determination of conflict of interest, for purposes of this project, rests entirely with the CTTC.
- \_\_\_\_\_ **Contract Manager/Team:** Identify one individual on the Proposer's account team who will manage the contract work. This person should document five years of related experience. Identify the role of each member who will service the account, detailing their experience related to the scope of work. Current resumes must be attached for each person who would substantially be associated with this account. Identify proposed subcontractors (such as data collection, CATI processing, survey mailing). After the contract is in effect, changes to subcontractors must be authorized first by the CTTC.
- \_\_\_\_\_ **Scope of Work, Attachment A:** Proposal must address all the items described in the Scope of Work in detail.
- \_\_\_\_\_ **Timeline and Budget Form, Attachment E:** A completed Timeline and Budget Form, included herein as Attachment E, must be included. All costs associated with the Scope of Work must be included in the format provided.
- \_\_\_\_\_ **Statement of Financial Stability, Attachment F:** A signed Statement of Financial Stability and agreement to provide additional documentation, if selected, must be included.
- \_\_\_\_\_ **References:** At least two recent client references must be provided.
- \_\_\_\_\_ **Similar Work Experience.** Samples of work or links to websites displaying work performed that is similar in scope to this project must be included with proposal.

## F. AVAILABLE FUNDS/TERM OF CONTRACT

The CTTC will fund the 2005/06 Advertising Effectiveness and ROI Study with an amount not to exceed \$140,000. The CTTC reserves the right to increase or decrease this amount should budgeted funds change. This figure is based on out-of-pocket costs, reimbursements, and service fees, with a ceiling on the total contract amount.

The initial contract between the CTTC and the successful Proposer is expected to have a term beginning approximately February 1, 2006 and ending December 31, 2006. The CTTC reserves the right to extend or renew this agreement at the end of each contract term for a total of three (3) years, providing funding to do so is appropriated for this purpose in subsequent budgets. Proposed renewals, at the start of each remaining fiscal year, are also based on satisfaction with program direction, funding, and consistency of price and scope of work continuity.

## G. TENTATIVE SCHEDULE

This tentative schedule may be altered at any time at the discretion of the Commission.

Proposal Released	November 21, 2005
Notice of Intent to Bid and Proposer Questions due, <i>electronically, or fax</i>	November 28, 2005
Question and Answer Summary emailed to all bidders on or near	December 2, 2005
<b>PROPOSAL DUE DATE</b>	<b>December 12, 2005</b>
Evaluation by Scoring Committee	week of December 12, 2005
Oral interviews via telephone, if determined by CTTC to be necessary	Dec.15,16, 19,or 20, 2005
Commission announces award	week of January 4, 2006

**Contract in place when fully executed**

## H. DELIVERY OF PROPOSAL

Each bidder is required to mail one copy *and* electronically send its proposal to the CTTC office at:

[research@cttc1.com](mailto:research@cttc1.com)

so that they are received no later than **December 12, 2005, 5:00 PM, Pacific Standard Time (PST)**.

Proposal may not be faxed. Proposals may be sent by courier such as Federal Express, UPS, etc. to:

California Travel and Tourism Commission  
C/O Joan Clark, Contract Manager  
980 9<sup>th</sup> St, Suite 480  
Sacramento, CA 95814  
916/319-5418 telephone  
ATTN: California Tourism ROI Study

## ATTACHMENT A

### Scope of Work

#### A. Research Objectives

1. Using generally accepted accountability measures, propose methods to track and effectively estimate program impact, i.e., estimate the number of persons reached by Spring 2006 media placement strategy, by targeted segment(s), intent to travel to and through California, the influenced and incremental travel generated to and through California, and the spending, tax revenue and employment that can be reasonably attributed to that travel.
  - a. At a minimum, include analysis relative to television/broadcast advertising.
  - b. Use the following specifics for estimating spending and ROI:  
Statewide spending, state and local taxes, and employment, from “influenced travel”<sup>1</sup>
    - Visitation generally
    - Leisure travel generally
    - Leisure travel from out-of-state  
and, if sample sizes allow:
    - Leisure overnight travel  
- Incremental spending, state and local taxes, and employment, from “incremental travel”<sup>2</sup>
    - Visitation generally
    - Leisure travel generally
    - Leisure travel from out-of-state  
and, if sample sizes allow:
    - Leisure overnight travel  
- Return on Investment -
    - Statewide and tax revenues from influenced travel
    - Statewide and tax revenues from incremental travel
  - c. As highly desired enhancements:
    - Include analysis relative to requests for Visitor packets, Website visitation, and on-line bookings
2. Evaluate the extent to which other campaign goals and objectives were achieved. (See attached Executive Summary and Creative Strategy to understand California’s Positioning and Key Communication strategies)
3. Use quantitative methods, calculations and conclusions that reflect generally accepted practices of the opinion and marketing research profession so as to produce highly credible findings. In particular:
  - a. Identify key assumptions

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<sup>1</sup> Influenced travelers are those who recalled seeing at least one CTTC ad prior to travel to the state.

<sup>2</sup> Incremental travel: travel clearly and significantly attributable to CTTC ads, that would not have occurred otherwise.

- b. Define and use terms appropriately
  - c. Analyze and present data and lines of reasoning that support the conclusions
  - d. Provide clear descriptions of methodology, including sample sizes, confidence levels, and response rates.
- 4. Provide insights and recommendations that will help guide and refine future campaigns.
- 5. Discuss the extent to which findings will be compared to previous ROI studies of California Tourism and other destinations.
- 6. Produce, at a minimum, the following deliverables:
  - a. Phase I Report, hardcopy (suitable for reproduction) and electronically: Preliminary findings, especially as related to awareness, interest, travel intentions, images and attitudes – in presentation format.
  - b. Phase II Report, hard copy (suitable for reproduction) and electronically: Topline findings, with emphasis on economic impacts, ROI, campaign strengths and weaknesses, marketing opportunities – in presentation format.
  - c. Final Report, hard copy (suitable for reproduction) and electronically: Objectives, methods and approaches, detailed findings, analyses and recommendations.
- 7. Support and assist the CTTC as needed, in the preparation of media releases, articles and responses to questions from the travel industry, legislators, media, budget analysts, etc. related to study methods and findings.

## B. Advertising Plan

See **Attachment B with Media flow chart**: Executive Summary of the 2005/06 Advertising Plan, the Creative Strategy and the Media flow chart which identifies timing, medium and market specifics.

## **ATTACHMENT B**

### **CTTC 2005/06 Advertising Program – Executive Summary**

#### **CTTC Marketing Objectives**

- Increasing leisure travel volume (in-state and out-of-state) and revenue to California
- Stimulate positive top-of-mind awareness of California as a premiere destination
- Persuade consumers to choose California as their vacation destination
- Provide support in ways the industry can't do for itself

CTTC Communication Objectives: The closer the market to California, the further along in the considerations process the consumers are (in other words, in the East Coast, we are establishing awareness and acceptance<sup>3</sup>...while on the West Coast we hope to achieve preference and actual visitation)

- Awareness... of California as the ultimate vacation destination
- Acceptance...we need to get leisure travelers craving a California vacation by addressing emotional needs and wants
- Preference...target needs to understand and believe in the benefit of taking a California vacation
- Act...we need to make it easy for Californians to act – the website is the call to action for all communication

#### **Key Strategies:**

- Continue to invest in the CA brand ...market California based upon what differentiates us, what consumers desire and are most intrigued by – our coveted lifestyle and our people
- Target: Affluent travelers - \$75K + HH Income
  - They are a growing segment due to the influx of Baby Boomers and the increase of dual-income households

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<sup>3</sup> For measurement purposes, “acceptance” will need to be defined, possibly along the lines of: “positive attitudes and images towards the California brand.”

- They represent 50% of California's visitors and 63% of the nation's wealth
  - They travel more, fly more, stay longer and spend more
- Medium: Anchor with TV - the medium best equipped to effectively sell CA
    - Communicates emotion, attitude
    - Proven TV concept with strong consumer connection: high recall, likeability, persuasion (according to most recent ad tracking study)
  - Coverage: Go National
    - In order to grow share we need to expand from Western feeder markets to larger, affluent population bases
    - Affluents live in major urban areas with the majority of them east of the Mississippi
    - Covers California, the most affluent state in the nation and represents mass travel volume
  - Use co-op, partnership and promotions to extend the budget and coverage throughout the year
    - Use email blasts to communicate directly with consumers throughout the year and drive to website
    - Use tagged TV spots (Southwest Airline fares to California) to deliver strong call to action in key spot markets
    - Utilize Pre-Printed Magazine inserts to increase impact of print (ie. multi-page inserts with partner ads) in the Winter and Springtime.

Flowchart (see below)



flowchart9-29.ppt



## ATTACHMENT C

### Proposal Evaluation Criteria

#### California Tourism Advertising Effectiveness and Return On Investment Study 2005/06 Advertising Program

FOR COMMISSION/AGENCY USE ONLY

Bid/Proposal: \_\_\_\_\_

Evaluated By: \_\_\_\_\_

Date: \_\_\_\_\_

Proposals will be reviewed, evaluated and scored by an evaluation committee. Evaluation of proposals will be based on the criteria shown as follows for each component; each criterion will be scored according to the degree of responsiveness present in the proposal being evaluated.

1.MINIMIM REQUIREMENTS Required materials are well written and reflect good organization, clarity, brevity, understanding of purpose.	Max.Points 10	Score _____
2.SCOPE OF WORK Thoroughness in addressing scope of work, soundness of methods, and likelihood of achieving research objectives within stated time frames.	30	_____
3.ENHANCEMENTS AND ADDED VALUE Extent to which campaign components in addition to broadcast television are addressed in proposal. Strengths, innovations or features likely to enhance credibility, future marketing and tracking.	20	_____
4.QUALIFICATIONS OF PERSONNEL AND PROPOSED SUBCONTRACTORS - Documentation of experience and how it relates to this project, as stated in Minimum Requirements Checklist, and the need for credibility.	10 <sup>4</sup>	_____
5.COST EFFECTIVENESS The maximum services are provided in relation to the fee charged and value of overall project. The budget is reasonable and appropriate.	30	_____
TOTAL POINTS	100	_____

<sup>4</sup> All bidders have been pre-qualified on basis of experience. Providing the information described under Minimum Qualifications is expected to result in full 10 points for this item.

## ATTACHMENT D

### Oral Evaluation Criteria

#### California Tourism Advertising Effectiveness and Return On Investment Study 2006 Advertising Program

FOR COMMISSION/AGENCY USE ONLY

Bid/Proposal: \_\_\_\_\_

Evaluated By: \_\_\_\_\_

Date: \_\_\_\_\_

The evaluation committee may, if they deem necessary, select certain proposers for oral interviews. Interviews apply only to the top finalist(s), as determined by the evaluation committee. This oral interview will allow finalists to demonstrate their understanding of the program objectives, and to articulate their capability to meet or exceed the requirements of this RFP.

The evaluation committee reserves the option of conducting the interview via telephone or teleconference.

The evaluation committee reserves the right to designate one or more members of the committee to perform the oral interviews, if needed, so that grading of oral interviews may be done by fewer than the entire committee.

If interviews are not required, the maximum number of points is 100. If interviews are deemed necessary, the maximum number of points is 150.

The committee will make reasonable attempts to be accommodating, but if a finalist cannot arrange to be interviewed on the designated interview date, the evaluation committee reserves the right to disqualify the finalist as non-responsive.

The following criteria will be used for scoring the oral interview.

	Max. Points	Score
1. Quality and completeness of answers regarding the proposed work plan. Professionalism of personnel assigned to the account.	25	_____
2. Quality of proposed strategies and work samples.	25	_____
SUBTOTAL POINTS	50	_____
TOTAL POINTS	150	_____

## **ATTACHMENT E**

### **Timeline and Budget Form**

#### **TIMELINE**

Proposer must include a timeline showing when each major task is to be completed and the deliverables produced.

#### **BUDGET SHEET**

Fees for professional skills or hourly rates must be broken out; number of hours estimated for each major task, and out-of-pocket expenditures or reimbursable costs must be shown for each task. If the breakdown does not correspond with the Timeline, explanation must be provided. The intent is that the Proposer demonstrates that the costs and charges are appropriate and realistic.

## **ATTACHMENT F**

### **Statement of Financial Stability**

The Proposer must provide a signed statement attesting to sufficient financial stability and resources to carry out all tasks and to honor obligations to subcontractors without being dependent on income from this project, and must agree to provide, if selected as the successful bidder, a similar statement signed by a CPA, or financial statements in the form of a balance sheet and/or income statement for the last year these are available.

**ATTACHMENT G**

**NOTICE OF INTENT TO BID  
California Tourism  
Advertising Effectiveness and Return On Investment Study  
2005/06 Advertising Program**

**Due November 28, 2005 5:00 PM** Pacific Standard Time (PST)

FAX TO:  
CALIFORNIA TRAVEL AND TOURISM COMMISSION  
C/O Joan Clark  
980 9<sup>th</sup> Street, suite 480, Sacramento, CA 95814  
ATTN: California Tourism ROI Study  
916/319-5418 telephone, 916/445-7593 fax  
research@cttc1.com

Name of Bidder/Company:
Contact Person:
Mailing Address:
Telephone:
Fax Number:
E-Mail Address:
SIGNED: